

ALC

Aluminium Lighting Company



My ALC - a stakeholder guide



in partnership with

Nedal
ALUMINIUM

www.aluminium-lighting.com

passively safe

robust

low maintenance

long life

sustainable

ALC

For a lighter, brighter future

At the Aluminium Lighting Company (ALC), we believe our success comes from dedication to our core values. We pride ourselves on our teamwork-focused customer service, our technical excellence and the innovative nature of our products.

As the first company to introduce extruded aluminium lighting columns into the UK and the leading supplier of these products in the country, we are uniquely positioned to advise lighting engineers, architects, local authorities and developers.

Our intelligently engineered aluminium outperforms other column types in terms of passive safety and ongoing maintenance costs, and doesn't even require painting. We provide a wide standard range along with more aesthetic bespoke options and guarantee whole-life cost savings and wide-ranging regulatory compliance.

Our stakeholders

By paying attention to our clients' needs and letting them influence our business, we've developed into the UK's leading supplier of aluminium lighting columns. But our clients are influenced by others too, and it's these decision-making groups – which we refer to as our stakeholders – which hold the key to our ongoing success.

Groups such as environmental officers, legal departments and the public at large all have a say in street lighting issues, especially as ALC's offering features such benefits as passive safety and wise use of public money.

This guide is designed to inform these stakeholder groups, and explain how we are really listening to what our stakeholders are saying.

Core values

- Customer service
- Listening to our clients
- Innovation of process
- Technical excellence
- Listening to our stakeholders
- Innovation of product



Barry Williams (far right) and son Craig head up South Wales-based Aluminium Lighting Company.

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People

Our team is made up of experienced and dedicated professionals; people who understand the whole of our market (lighting engineers, H&S officers, architects, developers, highways engineers etc) so they can be sure of meeting multiple stakeholder requirements, just like our products do.

Training

Like any forward-looking business, we maintain up-to-date training schedules for all our staff, so when you speak to one of our designers or our customer service team, you can be assured they understand exactly your requirements and concerns. We operate apprentice programmes and our coded welders are trained to the highest level.

Development

Our products, our service, our staff – we’re always developing our business in line with our customers’ needs. No matter how well we do, we strive to do better, and this means keeping in touch with our customers to find out what they’re looking for now, and in the future.

Designed for Britain



**BRITISH
KNOW HOW**

Understanding the UK market is what we do best. ALC has designed and set up specifications with numerous local authorities and offers this service to all, making the procurement process as hassle-free as possible.



We are partnered with major supplier Nedal in the Netherlands, one of Europe’s leading aluminium extruders, meaning we can supply our customers quickly, and in volume.

Memberships

ALC’s quality and reliability has been recognised by a number of industry bodies:



“We’ve become a successful company precisely because we listen to what our stakeholders are telling us.”



“A lot of people are looking to me to green-light ever more safe, attractive and practical lighting schemes, but budgets are tightening all the time.”



ALC understanding

Just like ALC, you're influenced on a daily basis by individuals and groups who want to see improving highways and yet lower spend. With accountability for public finances being scrutinised like never before, you have to ensure that you're ticking the right boxes in terms of safety, practicality and project speed, without going over on budget.

ALC takes care of these issues in one fell swoop. As future budgets are expected to tighten, you can rely on an ALC column to require no painting, significantly less maintenance/surveying and far less frequent replacement than competing columns; so as your budgets shrink in the future you make up some ground with ongoing cost savings.

And no-one can wag a disapproving finger regarding spending of public money – by specifying ALC you're choosing a lighting column solution that saves lives on the road and saves on carbon footprint too.

More information for you:

Visit these pages on our website:

- Aluminium > Best value
- Who we are > Responsibilities
- Who we are > Excellence

And take a look at our company brochure, 'Clearly Better From Any Angle'.

Head of Highways





Lighting Engineer/ Consultant

“Ideally, I’d take a lighting solution that offers quality and safety, with a consistency of service and hassle-free specification.”

ALC understanding

We understand that you may have been specifying steel columns for years, possibly even decades. It may seem like the easiest solution is the one you’re used to, but speak to ALC and we think you’ll be pleasantly surprised.

We offer one of the most hassle-free specification services in the industry, with initial works to find out your requirements followed up with a level of support which means each time you phone us to request columns for a new scheme, we can instantly call up your ideal specification and have the order handled just as quickly, with consistent pricing and product quality.

We have a long list of completely satisfied customers who have no desire to look elsewhere, and with no hidden costs and long-term savings on painting/maintenance, we save you money too. We even offer a hinged column for situations where safe or easy lantern changes or maintenance are vital.

More information for you:

Visit these pages on our website:

- [Lighting Columns > Selector](#)
- [Lighting Columns > Projects](#)
- [How we work > Specification](#)

And read our ‘Lighting Columns’ product brochure.

“Street lighting can represent a significant carbon footprint; sustainability is something that has been considered across the board.”

ALC understanding

You're encouraging the use of environmentally-friendly materials as well as reducing energy consumption, and so are we. Alternative columns are made from steel or sometimes concrete: both of these materials produce significant carbon emissions to manufacture in terms of raw material, meaning that from the word go a lighting scheme can have a negative environmental impact.

Not so with an ALC column. Recycled aluminium itself requires far less energy to produce than competing materials, and we are proud to say that the aluminium that goes into our columns is 100% recycled. Not only that, but when one of our columns does finally reach the end of its lifespan, it is 100% recyclable.

Add in the fact that aluminium is lighter and therefore uses less carbon to transport or install, plus the fact that it requires no painting, less maintenance and a design life twice that of traditional materials, and you've got a lighting column that ticks all the sustainable boxes. In addition, our careful manufacture and optimised delivery policies further reduce the product's carbon footprint, helping with CO₂ emissions targets and league tables.

More information for you:

Visit these pages on our website:

- Aluminium > Sustainability
- Who we are > Responsibilities

And have a look at our company brochure, 'Clearly Better From Any Angle'.



Environmental Officer





Procurement

“Saving money and time are my main concerns, with pressures and workloads increasing all the time.”

ALC understanding

Our product ordering systems are tailored to make your job as simple as possible. We listen carefully to your requirements and ensure the specifications we are offering match these needs. Once we have set up and agreed technical specifications with your organisation, we can easily and repeatedly call upon these the next time a lighting scheme is required.

Our products are supplied with short lead times thanks to the high stock levels held at ALC and our distribution partners throughout the UK, and we are able to offer fixed price supply contracts.

This all means you save time and hassle with specifications, are guaranteed the right results with a quick turnaround, and of course you benefit from the long-term return on investment which ALC offers.

More information for you:

Visit these pages on our website:

- How we work > Specification
- Aluminium > Best value
- How we work > Supply/logistics

And check our company brochure, 'Clearly Better From Any Angle'.

“I’m looking for reliability and consistency – in terms of specification, supply, manufacture and performance – and the best price.”

ALC understanding

We realise that you’re looking for an easy specification which saves time, money and hassle. We have set up procedures which are dedicated to offering quality consistency across our entire business. With ALC, contractors receive the products that fit the specification, are delivered on time, and save money.

We can deliver to specifications within a very short turnaround, even in bulk, thanks to our high stock levels. Once delivered, we feel confident that you’ll find our columns the lightest and easiest to install that you’ve ever dealt with.

The product is robustly manufactured for strength and has a natural finish that won’t corrode and requires no painting, minimal maintenance and zero structural surveying during its designed-for life.

More information for you:

Visit these pages on our website:

- How we work > Supply/logistics
- Aluminium > Installation
- Library > Projects

And read any of our product brochure – ‘Lighting Columns’.



Contractor





Road Safety Officer



“My job is all about saving lives. So if a lighting column can help to do that, then I’m all for it.”

ALC understanding

You’re under the same constraints as anyone in the public sector – budget cuts and long-term uncertainty. With ALC you can remove some of that uncertainty; we offer a lighting column range that lasts for decades with no structural surveying required during its designed-for life, and no painting or associated traffic issues. Ours is a solution that saves money, but also saves lives.

Passive safety is the ability of an object to be constantly safe by design, rather than any active function. Our columns are made from aluminium, which has the ability to absorb far more kinetic energy than either steel or concrete. With one in five fatal road accidents involving some manner of street furniture, it is truly vital that said furniture can absorb an impact and reduce the extreme g-forces on the vehicle’s passengers.

Our products undergo robust crash testing and we offer a wide range of certified passively safe columns.

More information for you:

Visit these pages on our website:

- [Aluminium > Safety](#)
- [How we work > Testing](#)
- [How we work > Manufacture](#)

And check out our company brochure, ‘Clearly Better From Any Angle’.

ALC understanding

Aluminium does not corrode and therefore eliminates the risk of degradation and collapse. In addition, the light nature of the metal makes installation and maintenance far simpler affairs, with lifting injuries virtually eliminated. With no need for structural testing or painting, less site visits are required overall.

The robust construction techniques used by ALC ensure a well-built column with no chance of collapse, meaning all relevant H&S legislation is complied with.

ALC understanding

When it comes to the bottom line, ALC presents by far the best option. Our columns do not require painting. Nor do they require structural integrity surveys during their designed-for life. Nor do they require as much maintenance as those made of other materials. Indeed, nor do they require replacing anywhere near as frequently as the next-best column, meaning ALC truly represents the best value offering.


With simple specification and easy installation, ALC offers time and cost savings at every step of the way. We even reduce your spend on litigation – our columns are robustly manufactured and passively safe; protecting installers, maintenance staff and the road-using public.

ALC understanding

Aluminium in its natural finish is an attractive material to work with. We are able to offer you an impressive standard selection of modern columns, and in addition to this we can offer you an unrivalled bespoke service.


This involves taking your concepts or designs and turning them into reality, producing architectural or conceptual lighting columns that look phenomenal and can elevate your development to a whole new level.

Health & Safety Officer



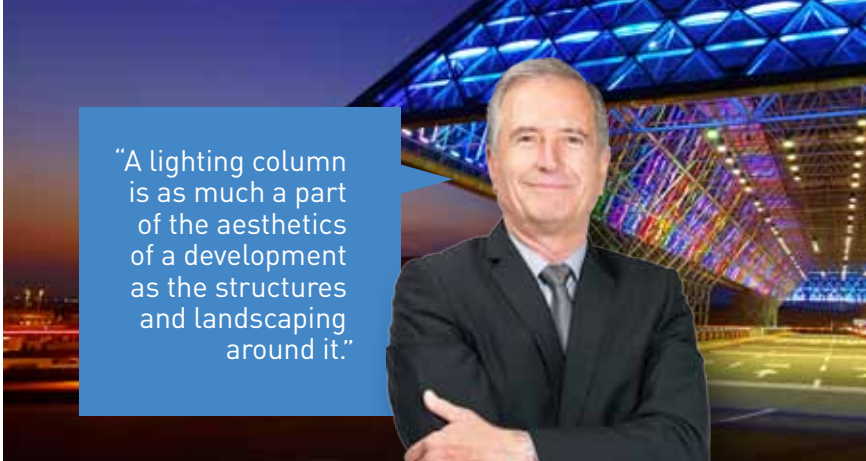
“Lighting columns need to be safe for the road users, but they also have to be safe for those installing or maintaining them.”

Finance Director/ Controller



“Everyone demands the same – or better – in terms of quality, but it’s up to me to ensure budgets don’t get out of hand.”

Architect



“A lighting column is as much a part of the aesthetics of a development as the structures and landscaping around it.”

Legal



“Litigation for accidents is an ever-growing burden on public funds.”

ALC understanding

As well as being safer for road users caught up in traffic accidents (all ALC columns undergo structural calculations), our columns also offer safety benefits to those who install or maintain them, and to passers by.

Our columns are lightweight by nature of their material and manufacture, making installation safer and quicker. In addition, we are able to offer a unique one-person maintenance solution via our revolutionary ‘Echalon’ raise and lower hinged column, which reduces the risk of injury to engineers and operatives on the ground. As our columns require no structural testing and painting, site visits are reduced overall.

The Public



“I want to see my taxes being used in the best-value way possible, to everyone’s benefit.”

ALC understanding

It’s great when people can see that their taxes are being spent for the public good, which is why ALC’s offering to local authorities is so compelling. The long-term cost savings offered by an ALC column mean real best value for taxpayer’s money, now and in the future.

In addition, the green credentials and passive safety benefits of an ALC product are to everyone’s advantage, keeping the public safer and caring for the environment at the same time.

Political Influencer



“There’s only so much public money to go around, so it’s important it’s spent in the wisest way possible.”

ALC understanding

Public funding has never been so tight. Looking ahead, the country needs a cost-effective and sustainable lighting column solution, and that’s just what ALC offers.

Our attractive, innovative products require less ongoing spend than any competing column, making them the most efficient solution in the long term, with no unpleasant cost surprises on the horizon.

In addition, their passive safety properties protect the public, and their sustainable manufacture and delivery mean they help us all meet carbon footprint targets too.



**Call our customer service team on
01639 852502**

**For more information please visit
www.aluminium-lighting.com**

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MARWOOD
LIGHTING
DISTRIBUTORS



Best Value

ALC offers the best return on investment in the market, with tangible and significant long-term cost savings.

Robust

Our industry-leading manufacturing process guarantees strength built-in, and aluminium won't corrode so structural integrity is maintained long-term.

Long Life

An aluminium column from ALC has a design life of 50 years (with a track record in the ground exceeding this) – far outlasting steel or concrete.

Low Maintenance

No need to paint and no need to survey for structural integrity; we even offer a hinged column for easy lantern access.

Passively Safe

Aluminium absorbs kinetic energy better than competing materials, so our columns are less likely to kill or cause harm during a road traffic accident.

Sustainable

Our aluminium is 100% recycled and 100% recyclable, and has a lower carbon footprint than alternative column materials.

Easy Selection

The ALC website features an interactive product selector for quick enquiries, and once we're aware of your requirements we can agree long-term specifications to make your purchasing even easier in the future. Please visit: www.aluminium-lighting.com



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